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SYSTEMS AND METHODS FOR REPLACING TELEVISION SIGNALS

ABSTRACT OF THE DISCLOSURE

5 The present invention provides methods and systems to substitute alternative video and/or audio signals and/or graphics and/or text to be displayed on the viewer's television display monitor for the video and/or audio signals that would otherwise be displayed according to the channel to which the viewer has tuned the television set. One aspect of the present invention provides methods and systems to replace and/or modify the advertisements that can be seen and heard by the television viewer.

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